



Fresh Peach ICE CREAM

Even if you don't particularly care
for Peach Ice Cream you'll like this.

*It's the finest Peach Ice Cream
you ever tasted*

The Peaches came
from Georgia—rushed
from the orchards to
our plant. They're fresh
picked—not canned—
flavorful, meaty, full of
juice. And the Cream
itself is the superb,
smooth, rich cream
you expect to get when

you buy IMPERIAL.
Thousands of Wheel-
ing people will eat
IMPERIAL PEACH ICE
CREAM today. *Why
don't you have some?*
There's a dealer close
by—500 stores in the
Wheeling district—
ready to serve you.

Get a quart on your way home tonight

Imperial

ICE CREAM

IMPERIAL Ice Creams are made in the model plant
located at 134-38 Seventeenth Street, Wheeling.
We are proud of the plant; consequently visitors
are always welcome. As all Ice Creams look more
or less alike you should assure yourself of the
finest by asking for Imperial.